

IN THE CLAIMS

Please amend claims 188, 190, 199, 254, 285-287, 294-301, 303-304, and 306 as follows:

C1 5 --188. (CURRENTLY AMENDED) A system as defined in claim 184 wherein said "information superhighway" data link comprises an integrated services digital network ("ISDN") ~~network~~.

C2 10 190. (CURRENTLY AMENDED) A system as defined in claim 184 wherein said "information superhighway" data link comprises a cable access television ("CATV") line.7

C3 15 199. (CURRENTLY AMENDED) A system as defined in claim 184 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

C4 20 254. (CURRENTLY AMENDED) A system as defined in claim 253 wherein said service includes displaying promotional programming material on said display unit ~~of said user~~.

285. (CURRENTLY AMENDED) A system as defined in claim 168  
wherein said feature recognition unit is selected from a  
group consisting of a hand-held unit, a scanner, a bar code  
scanner, an optical code reader, an optical reader, a  
personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

286. (CURRENTLY AMENDED) A system as defined in claim 285  
wherein said feature recognition unit is linked to a  
personal computer.

287. (CURRENTLY AMENDED) A system as defined in claim 285  
wherein said feature recognition unit is linked to a  
wireless interface.

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294. (CURRENTLY AMENDED) A system as defined in claim 285  
wherein said feature recognition unit is linked to a  
personal digital assistant.

295. (CURRENTLY AMENDED) A system as defined in claim 285  
wherein said feature recognition unit is linked to an  
Internet appliance.

296. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit is linked to a television set.

5 297. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit comprises a portion of a cellular telephone.

298. (CURRENTLY AMENDED) A system as defined in claim 285  
10 wherein said feature recognition unit comprises a portion of a personal digital assistant.

299. (CURRENTLY AMENDED) A system as defined in claim 285.  
wherein said feature recognition unit comprises a portion  
15 of a remote control unit.

300. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit comprises a portion of a handwriting implement

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301. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a travel ticket;

scanning said machine recognizable feature of said travel ticket; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said travel ticket.

303. The method of claim 301 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and hieroglyphic character.

304. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a travel ticket, comprising the steps of:

~~im~~printing a machine recognizable feature within said

5 travel ticket, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10 travel ticket and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said travel ticket.

C<sup>8</sup>  
306. The method of claim 304 wherein said machine  
recognizable feature is selected from a group consisting of  
a bar code, universal product code, invisible bar code,  
magnetic code, printed character, symbol, ~~icon,~~ invisible  
5 indicia, two-dimensional figure, icon, invisible icon,  
watermark, invisible watermark, digital watermark, series  
of alphanumeric characters, binary code, ~~digital watermark,~~  
magnetic strip, code, analog pattern, and hieroglyphic  
character.--